

- Window Installer Warehouse -



### Maintaining strong growth



One of the very first Window Installers Warehouses to open was in September 2005 in Tamworth, Staffordshire, at the premises of Window and Door Maintenance. In just 18 months the business has become the most successful WIW branch in the UK with an anticipated annual turnover of around one and a half million pounds.

Window and Door Maintenance was founded 20 years ago by Managing Director Angus Richards after he noticed that in his local area, no one was offering a repair and maintenance service for windows and doors. It all started after a small ad in the Tamworth Herald resulted in over 270 phone calls from customers wanting their windows and doors fixed rather than replaced.

Having established a good reputation in the repair and maintenance sector, Angus Richards saw other opportunities for expansion and was soon working with Newbuild companies and local authorities. One of the first major house-builders the company worked for was Bellway Homes and it still works with them today.

Today's Window and Door Maintenance is a company that has successfully diversified. It has four separate divisions; the maintenance division is still going strong and looks after window and door repairs and maintenance for housing associations, local authorities and the domestic market. The Newbuild division supplies and fits frames for both commercial and residential newbuild projects. The projects division handles the larger commercial projects that are specified. Examples include curtain walling, aluminium and timber for schools, hospitals, retail premises

and all types of commercial and government buildings. Last, but not least, there is the WIW branded trade counter.

All of Window and Door Maintenance's PVCu frames and roofs are manufactured and supplied by Advantage Windows and Conservatories Ltd. Angus Richards says: "with the company already active in so many sectors, we had plans to open our own trade counter but needed to find the right partner. Advantage has exceeded our expectations with their Window Installers Warehouse initiative. Through them we can provide our customers with a complete range of frames, roofs, trims, ancillaries and tools, in fact everything a local builder or installer needs under one roof. The back up of pricing software, displays and marketing materials is very professional and our WIW trade counter has become the fastest growing part of our company. It's the best business decision we have ever made!"

Advantage's Group Commercial Director – Danny Hague, uses the example of WIW Tamworth to demonstrate how to build and grow a successful trade counter. He says: "the lads at Tamworth already knew many local builders and installers through their other activities but even so, they've shown great drive and determination in building up and promoting their trade counter. They've run adverts, posted flyers and even sponsored signs on their trading estate directing traffic to their premises. This year they will exceed their targets by 30%. They offer practical help and advice to all their customers and are an example of how to run a great trade counter."

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